Amendments to the Claims:

Following is a complete listing of the claims pending in the application, as amended:

1.–14. (Cancelled)

15. (Currently Amended) ~~The~~ A method ~~of claim 14~~ in a computing system for generating item recommendations, comprising:

displaying a plurality of item indications each indicating an item;

receiving user input selecting one or more of the displayed item indications;

selecting as seed items the items indicated by the selected item indications;

generating a list of recommended items using the selected seed item; and

displaying the generated list of recommended items, wherein the item indications are selected by a distinguished user having a user profile containing item ratings each for a rated item, and wherein none of the set of seed items is a rated item having a rating in the user profile.

16. (Currently Amended) ~~The~~ A method ~~of claim 14~~ in a computing system for generating item recommendations, comprising:

displaying a plurality of item indications each indicating an item;

receiving user input selecting one or more of the displayed item indications;

selecting as seed items the items indicated by the selected item indications;

generating a list of recommended items using the selected seed item; and

displaying the generated list of recommended items, wherein the item indications are selected by a distinguished user having a user profile identifying items

purchased by the user, and wherein none of the set of seed items is identified in the user profile as an item purchased by the user.

17.–20.   (Cancelled)

21.   (Withdrawn) A method in a computing system for choosing a gift for a gift recipient, comprising:

displaying a list of items;

receiving user input selecting one or more of the displayed items identified with the gift recipient;

displaying, on the basis of the selected items, a list of one or more recommended items;

receiving user input choosing one of the recommended items; and

designating the chosen recommended item as a gift for the gift recipient.

22.   (Withdrawn) The method of claim 21, further comprising causing the item designated as a gift for the gift recipient to be shipped to the gift recipient.

23.   (Withdrawn) The method of claim 21 wherein the gift recipient is a group of people.

24.   (Withdrawn) The method of claim 21 wherein the received user input selecting one or more items is received from the gift recipient, and wherein the received user input choosing one of the recommended items is received from a gift giver.

25.–26.   (Cancelled)

27.   (Original) A method in a computing system for specifying a request for product recommendations, comprising:

for each of a plurality of groups of one or more products, displaying information describing products in the group;

for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control for selecting products in the group as recommendation seed;

when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group in conjunction with which the selected control is displayed,

so that the list of recommendation seeds contains products in the groups whose controls are selected by the user.

28.   (Original) The method of claim 27, further comprising generating a product recommendation based upon the list of recommendation seeds.

29.   (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product category containing products in the distinguished group.

30.   (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product genre containing products in the distinguished group.

31.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises a single product, and wherein the information displayed for the distinguished product group describes the product that comprises the product group.

32.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are recordings of a single artist, and wherein the information displayed for the distinguished product group describes the artist.

33.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are books written by a single author, and wherein the information displayed for the distinguished product group describes the author.

34.   (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a button that is selected by the user by clicking the button.

35.   (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a draggable portion of the information describing the product group, together with a destination region, and wherein the control displayed for the distinguished product group is selected by the user by dragging the draggable portion of the information describing the product group to the destination region.

36.   (Withdrawn)   One or more computer memories collectively containing a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:

information describing the product; and

in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,

such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

37.   (Withdrawn)   One or more generated data signals collectively conveying a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:

information describing the product; and

in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,

such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

38.   (Withdrawn)   The generated data signals of claim 37 wherein the document data structure is an HTML document.

39.   (Withdrawn)   The generated data signals of claim 37 wherein the document data structure is a web page.